

X COPY

fashion calendar

1971

31 st year • issued weekly

JULY 12

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader ... Ruth Finley, Publisher.

WEEK BEGINNING MONDAY, JULY 5, 1971

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 5	INDEPENDENCE DAY (Monday) -- Legal Holiday, celebrating July 4		
Tuesday July 6 12:00 Noon	PRESS PREVIEW OF FALL MILLINERY Preview of Emme's new collection. By invitation. Contact: PL. 8-1686.	EMME FOR DON MARSHALL	18 EAST 53RD STREET SHOWROOM - 3RD FLOOR
Tuesday July 6- Aug. 22	PRIZE DESIGNS BY STUDENTS Prize winners of Design Competition for Embroidery Manufacturers' Association. Six original designs made up in embroidered fabrics for day, evening or lounge-wear. Open to public: Monday-Thursday, 10:00 A.M.-7:00 P.M.; Friday & Saturday, 10:00 A.M.-4:00 P.M. Contact: Dorothy Tyroler, 673-0300.	TRAPHAGEN SCHOOL OF FASHION	257 PARK AVE. SOUTH (21ST STREET)
Wednesday July 7 10:00 A.M.	PREVIEW OF FALL MILLINERY Fall hats by Irene and Rivera. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday July 7 12:00 Noon	PREVIEW: HATS, COUTURE BOUTIQUE ACCESSORIES Champagne Vernissage of Mr. John's "Top-To-Toe" collection for Autumn and Winter. For press and buyers, by invitation. Thereafter by appointment. Contact: PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Thursday July 8 12:00 Noon	AUTUMN-WINTER COLLECTION By invitation. Contact: Elizabeth Bixon, 688-4410.	ADOLFO (22 EAST 56TH STREET)	ST. REGIS HOTEL VERSAILLES ROOM
Friday July 9 11:00 A.M.	PRESS PREVIEW: FASHION LAB "Motivation Spring-Summer '72" -- preview of fashion and fabric trends. By invitation. (Showings for designers and manufacturers, July 12-30, see below.) Contact: Stephanie Simpson, 867-2000, ext. 2550 or 3001.	CELANESE FIBERS MARKETING COMPANY	522 FIFTH AVENUE 6TH FLOOR
Monday July 12- July 30	SPRING-SUMMER '72 FASHION-FABRIC TRENDS Presentation for designers and manufacturers of "Motivation Spring-Summer '72." By reservation. Showings at 8:45 A.M., 11:00 A.M., 4:00 P.M. Contact: Ruth Sublette, 867-2000, ext. 2212 or 2532.	CELANESE FIBERS MARKETING COMPANY	522 FIFTH AVENUE 6TH FLOOR
Tuesday July 13 5:00 P.M.	FALL-WINTER COLLECTION By invitation. Also July 14 and 20 at 10:30 A.M. By reservation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Just Issued	COLOR FORECAST: FALL '72 Color projection for menswear, children, knitwear and related items. Contact: Ruth Maguire, MU. 5-5881.	COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday	FALL COUTURE IN LONDON		
July 13-	July 13: Clive -- 11:00, 3:00, 7:00; Mattli, Elliott Shoes. July 14: Hardy		
July 15	Amies -- 11:30 and 3:30. Contact: Miss Joyce Kirkman, c/o H & M Rayne Ltd., Tileyard Road, Kings Cross, London N. 7.		
Wednesday	PRESS PREVIEW:	MACY'S NEW YORK	13TH FLOOR
July 14	MODEL ROOMS		EXECUTIVE DINING ROOM
9:45 A.M.	Semi-annual preview of model rooms and furniture vignettes on 9th floor.		
Breakfast	By invitation. Publicity: Ina Schell, OX. 5-4400, ext. 2260.		
July 14	10:30 A.M., NORMAN NORELL, 550 Seventh Avenue, 10th floor, CH. 4-5452.		
Thursday	PREVIEW: SPRING	GAMBLES CORPORATE	450 WEST 33RD STREET
July 15	COLORS & FABRICS	BUYING	SHOWROOM - 9TH FLOOR
9:00 A.M.	Walking tour for trade featuring Alden catalog operation. <u>Press cocktail reception at 4:00 P.M.</u> By invitation. Publicity: Polly Guerin, 679-8695.		
Thursday	PRESS PREVIEW:	ABRAHAM & STRAUS	7TH FLOOR
July 15	NEW ROOM SETTINGS	(BROOKLYN)	GAYLORD GALLERY
10:00 A.M.	"The Second Time Around" -- six room settings, in addition to boutique home furnishings. By invitation. Open to public, Mon., July 19. Publicity: Pat Thavenot, TR. 5-0195.		
Friday	COUTURE SHOWINGS IN ROME		
July 16-	Contact: Camera Nazionale della Moda Italiana, via Lombardia 44, 00187 Rome.		
July 22	Valentino (July 21) 24 via Gregoriana, Rome, Italy.		
July 20	10:30 A.M., NORMAN NORELL, 550 Seventh Avenue, 10th floor, CH. 4-5452.		
Thursday	COUTURE SHOWINGS IN MADRID		
July 22-	Collections by Carmen Mir, Herrera Y Ollero, Pedro Rodriguez, Mitzou,		
July 25	Villahierro, Elio Berhanyer, Lino, Pedro Rovira, Santa Eulalia, Pertegaz. Contact: Miss Virginia Tablas, Oficina de Promocion de la Moda Espanola, Ministerio de Informacion Y Turismo, Avenida Generalisima 29, Madrid, Spain.		
Sunday	ANNUAL CONVENTION	RETAIL JEWELERS	N.Y. HILTON HOTEL; &
July 25-	AND JEWELRY FAIR	OF AMERICA	AMERICANA HOTEL
July 27	International Jewelry Trade Fair. Contact: Jack Barker or Paul McDonald, Jr., 1025 Vermont Ave., N.W., Washington, D.C. 20005, 202-628-3355.		
Sunday	SPRING SHOE	DESIGNER SHOE GUILD	INDIVIDUAL
July 25-	COLLECTIONS		SHOWROOMS
July 27	Shoe fashions by Dan Berk, Cardone and Baker, Delman, Newton Elkin, Erica, David Evins, Howard Fox, John Jerro, Julianelli, Herbert Levine, Palizzio, Stanley Philipson, Dominic Romano, Wolsam Ltd., Zuckerman & Fox. Publicity: Billie Gould, 2 Tudor City Place, 869-1675.		
Monday	FOOTWEAR FASHION	AMERICAN FOOTWEAR MFRS.	WALDORF-ASTORIA
July 26	PROJECTIONS	(342 MADISON AVENUE)	GRAND BALLROOM
8:15 A.M. & 9:45 A.M.	"In The Mood" -- Spring '72 apparel and footwear trends for men, women and children. Presented by Footwear Fashion Projections. Show production and apparel research: Doris A. Weston, Inc.; shoe content: Thelma Hennessey, Vice President, Director of Fashion, NSRA; Helen Joseph, Shoe Fashion Director, Association Fashion Service of NEFA, VFRA. Sponsored jointly by American Foot- wear Mfrs. Assn., National Shoe Retailers Assn., Volume Footwear Retailers of America, New England Footwear Association. Tickets: \$20.00 each. Contact: 51 East 42nd Street, room 1003, MU. 2-8727.		

Sunday	FALL-WINTER SHOE	H & M RAYNE SHOES	6 RUE DU FAUBOURG
July 25	FASHIONS IN PARIS		ST-HONORE, PARIS VIII
4:00 P.M.	Showing from 4:00 - 8:00 P.M. Contact: Budd Calisch, Dorelle Assoc., 489-8420.		

Monday COUTURE SHOWINGS IN PARIS

July 26- (P, press; B, buyers)

July 30 Mon., July 26:

9:00 A.M.	Serge Lepage (P)
10:00 A.M.	Venet (P)
10:30 A.M.	Dior (B)
11:00 A.M.	St. Laurent (P) Feraud (P)
11:30 A.M.	Molyneux (P) Venet (P)
2:00 P.M.	Vaughn (P)
2:30 P.M.	Dior (P)
3:00 P.M.	Molyneux (P & B)
3:30 P.M.	St. Laurent (B)
4:00 P.M.	De Rauch (P)
5:00 P.M.	Serge Lepage (B)
5:30 P.M.	Dior (P)

Tues., July 27:

9:30 A.M.	Balmain (P)
10:30 A.M.	Givenchy (B)
11:00 A.M.	St. Laurent (B)
11:30 A.M.	Cardin (P)
2:30 P.M.	Ungaro (B)
3:00 P.M.	Givenchy (B) Balmain (B) Venet (B) DeRauche(B)
4:30 P.M.	Chanel (P)
5:30 P.M.	St. Laurent (P)

Wed., July 28:

9:15 A.M.	Ungaro (P)
9:30 A.M.	Patou (B)
10:15 A.M.	LaRoche (P)
11:00 A.M.	Venet (B)
11:15 A.M.	Ricci (B)
11:30 A.M.	Lanvin (P)
12:30 P.M.	Hercey (P)
2:15 P.M.	Patou (P)
2:30 P.M.	Ungaro (P & B)
3:00 P.M.	Lanvin (P) Cardin (B) Ricci (B)
3:45 P.M.	Ricci (P)
5:00 P.M.	LaRoche (P & B) Griffe (P)
6:00 P.M.	Carven (P)

Thurs., July 29:

9:15 A.M.	Givenchy (P)
10:30 A.M.	Lapidus (P)
12:00 Noon	Scherrer (P)
2:00 P.M.	Courreges (P)
3:00 P.M.	Givenchy (P) LaRoche (B) Carven (B) Lanvin(B)
3:30 P.M.	Gres (P)
5:00 P.M.	Courreges (P) Lapidus (P)
6:30 P.M.	Carven (P)

Fri., July 30:

10:30 A.M.	Gres (B)
2:30 P.M.	Scherrer (P)
3:00 P.M.	Lapidus (B)

Contact: Marjorie Dunton, Chambre Syndicale de la Couture Parisienne, 100 rue du Fbg. St. Honore, Paris VIII.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday July 26	OPENING: HOLIDAY COLLECTION Informal showings of sportswear and knitwear. Contact: Nat Kammer, 594-2100.	LOOMTOGS	1407 BROADWAY SHOWROOM - 35TH FLOOR
August 1- August 6	CHICAGO GIFT SHOW, McCORMICK PLACE, CHICAGO. Contact: Maxine or Bob Carman, Little Bros. Shows, 220 Fifth Avenue, MU. 3-3380.		
August 15- August 20	NEW YORK GIFT SHOW, N.Y. COLISEUM & PARK-SHERATON HOTEL. Contact: Maxine or Robert Carman, Little Bros. Shows, 220 Fifth Avenue, MU. 3-3380.		
Wednesday August 18 12:30 P.M. Luncheon	BACK-TO-SCHOOL FASHIONS Girls' fashions by Ann Webster for Tiny Town Togs; boys' by Donmoor Inc. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	TINY TOWN TOGS; DONMOOR INC.	BARBETTA RESTAURANT 321 WEST 46TH STREET
August 21- August 27	WOMEN'S AND CHILDREN'S MIDWINTER AND HOLIDAY MARKET WEEK IN DALLAS Contact: Kim Dawson, Apparel Mart, 2300 Stemmons Freeway, Dallas (214-631-3394).		
Tuesday August 24, August 25, August 26	SEMI-ANNUAL FABRIC DISPLAY Three-day Spring and Summer '72 fabric exhibit, 10:00 A.M. to 5:00 P.M. Co-chmn.: Catherine Smith, Vogue Patterns; and Doris Walton, consultant. Prices (including color card): \$4.00, members; \$6.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	15 WEST 48TH STREET SUITE 1722
Beginning Tuesday August 24	OPENING: RESORT- SPRING COLLECTION By appointment. Contact: Joanne Jaap or Larry Croen, 239-8530.	DESIGN THAI	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday August 25 11:30 A.M.	FALL FASHIONS: CUSTOMER SHOW Showing of collection by Shannon Rodgers for Jerry Silverman. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR MISS BERGDORF
August 27- Sept. 3	INTERNATIONAL MEN'S FASHION SHOW, COLOGNE, GERMANY Contact: Messe-und Ausstellungs-GmbH, P.O.Box 210760, 5 Cologne 21, Germany.		
August 27	HOLIDAY AND RESORT MARKET WEEK IN CHICAGO (Aug. 27 - Sept. 2)		
Sept. 2	MICAM FOOTWEAR AND LEATHER GOODS EXHIBITION IN MILAN (Sept. 2 - 6)		
Sept. 6	LABOR DAY (Monday)		
Wednesday Sept. 8 10:15 A.M.	PRESS PREVIEW: SCANDINAVIAN FAIR Storewide salute to Scandinavia. By invitation. (Open to public, Sept. 13-25). By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Sept. 8	INTERNATIONAL FOOTWEAR AND LEATHER GOODS EXHIBITION IN FLORENCE (Sept. 8-13)		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW: GIVENCHY BOUTIQUE The Givenchy Nouvelle Boutique preview of Fall-Winter collection. By invitation. <u>Customer show at 3:00.</u> Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 10	INTERNATIONAL LEATHER WEEK IN PARIS		
Sunday	SPRING BOYS' & YOUNG	BAMA	HOTEL NEW YORKER
Sept. 12-	MEN'S MARKET WEEK		8TH AVE. & 34TH STREET
Sept. 14	National Youth Market trade show by Boys' & Young Men's Apparel Manufacturers Assn.; and including girls' fashions. Contact: Robert Gur-Arie, 594-5130.		
Sept. 12-	IGEDO FASHION FAIR IN DUSSELDORF. Contact: Internationale Modemesse GmbH,		
Sept. 15	Freiligrathstrasse 28, 4 Dusseldorf, Germany.		
Sept. 12	FASHION FAIR IN COPENHAGEN (Sept. 12 - 15)		
Monday	CUSTOMER SHOWING:	BERGDORF GOODMAN	4TH FLOOR
Sept. 13	TRIGERE COLLECTION		
11:30 A.M.	Fall Collection by Pauline Trigere. Publ.: Madeline de Vries, PL. 3-7300.		
Tuesday	PRESS PREVIEW:	BEN KAHN COUTURE	HOTEL PLAZA
Sept. 14	FUR COLLECTION	(150 WEST 30TH STREET)	CRYSTAL BALLROOM
12:00 Noon	Show followed by luncheon. By invitation. (Customer showing at 2:30 P.M. -		
Luncheon	Grand Ballroom). Contact: Ernest Graf, BR. 9-0633.		
Sept. 14	PRIMARY DAY (Tuesday)		
Wednesday	CRUISE AND WINTER	FREDRICA AND	345 SEVENTH AVENUE
Sept. 15	FUR FASHIONS	MISS FREDRICA	SHOWROOM - 16TH FLOOR
2:30 P.M.	"Scintillating Fur Fashions" for cruise and winter. By invitation. Thereafter by appointment. Contact: Miss Lenore, CH. 4-8685.		
Thursday	SWIMWEAR COLLECTION	SEA DARLINGS OF CALIF.	1407 BROADWAY
Sept. 16	BY LUIS ESTEVEZ	(1407 BROADWAY)	1407 CLUB
4:00 P.M.	"Estevez" and "Miss Estevez" swimwear collections. Showing at 5:00 P.M. By		
Cocktails	invitation. Contact: 1500 So. Central Ave., L.A., 213-746-1450; 244-4792 (NY).		
Sept. 20	JEWISH NEW YEAR -- Rosh Hashonah (Monday)		
Sept. 20-	TWENTY-SIXTH NATIONAL SWEATER AND KNITWEAR WEEK		
Sept. 26	Contact: Edward A. Brandwein, National Knitted Outerwear, 51 Madison, 683-7520.		
Wednesday	PRESS PREVIEW:	BERGDORF GOODMAN	3RD FLOOR
Sept. 22	TIKTINER COLLECTION		COUNTRY CASUALS
11:30 A.M.	Press preview of French sportswear collection. By invitation. Publicity: Madeline de Vries, PL. 3-7300.		
Thursday	TWENTY-NINTH ANNUAL	COTY, INC.	ALICE TULLY HALL
Sept. 23	COTY AWARDS		LINCOLN CENTER
8:30 P.M.	Presentation of annual Coty American Fashion Critics' awards. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Sept. 26	CANADIAN SHOE AND LEATHER FAIR IN MONTREAL (Sept. 26 - 28)		
Sept. 29	JEWISH HOLIDAY - Yom Kippur (Wednesday)		
Oct. 18	READY-TO-WEAR BOUTIQUE AND KNITWEAR COLLECTIONS IN FLORENCE (Oct. 18 - 22)		
Oct. 22-	PRET-A-PORTER SHOWINGS IN PARIS. Contact: Federation Française des Industries		
Oct. 28	du Vetement Feminin, 69 rue de Richelieu, Paris II, France.		

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